Economic Development, Tourism & Culture
Visitor Information Centre
348 Water Street

2011 YEAR END REPORT

ST. JOHN'S

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Department of Economic
Development, Tourism & Culture
City of St. John's

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Highlights – 2011

- The Visitor Information Centre (VIC) recorded 14,426 visitors in 2011, up 11.2% from the previous year.

- July was the busiest month reporting 3,922 visitors followed by August with 3,847 and June with 2,262.

- VIC staff serviced an average of 49 visitors per day, up from 45 visitors per day recorded in 2010. On a per day basis, July was the busiest month with 127 visitors per day.

- The majority of visitors were from outside the province (81.0%) followed by residents from the City of St. John's (17.6%) and visitors from other parts of Newfoundland and Labrador (1.4%).

- Tourism staff serviced 11,691 out-of-province visitors in 2011, up 11.2% from the 10,513 serviced the previous year.

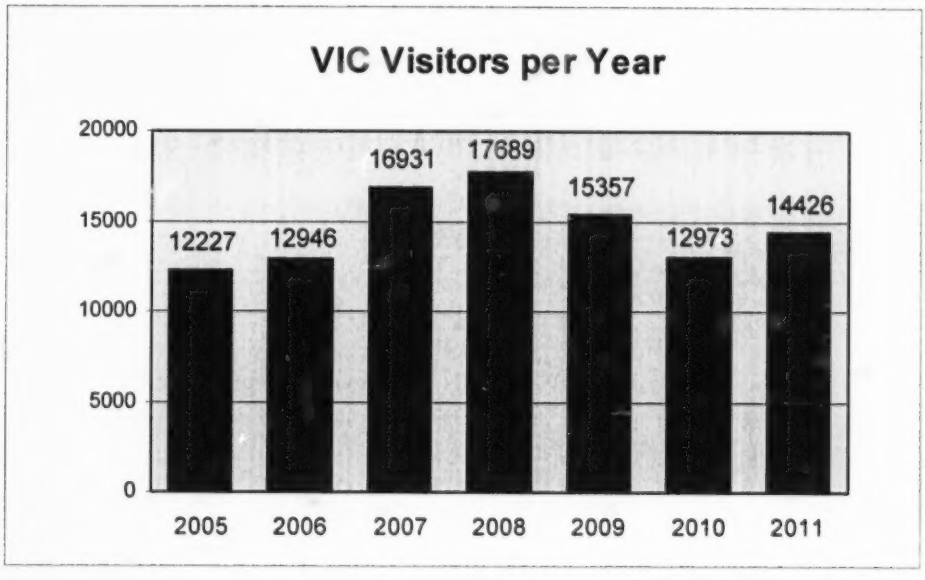
- VIC staff responded to 3,151 telephone requests for tourism information in 2011, down 11.4% from the previous year. The average number of calls per day was 10.7, down from 12.1 per day in 2010. August was the busiest month with 608 telephone requests.

- VIC staff responded to 1,372 email requests for tourism information in 2011, up 63.3% from the previous year. The average number of emails per day was 4.7, up from 2.9 per day in 2010. June was the busiest month with 239 email requests.

1.0 Overview

The number of individuals serviced at the City of St. John's Visitor Information Centre (VIC) at 348 Water Street increased 11.2% in 2011. Tourism staff served 14,426 visitors in 2011, up from 12,973 the previous year. Overall, VIC staff served 1,453 more individuals in 2011 than they did in 2010.

The number of out-of-province visitors increased 11.2% (+1,178 visitors) to 11,691 and the number of visitors from St. John's CMA increased 13.3% (+297 visitors) to 2,535. Meanwhile, the number of visitors from other parts of Newfoundland and Labrador declined 9.9% (-22 visitors) to 200 visitors.



2.0 Visitors by Month

July was the busiest month for visitors to the VIC in 2011. A total of 3,922 visitors were serviced at the VIC in July, accounting for approximately one in four (27%) visitors to the facility. August reported the second highest monthly total with 3,847 visitors followed by June with 2,262. December had the fewest visitors with 114.

Ten of the 12 months saw an increase in visitors in 2011 while the remaining two months reported a decline in activity. The strongest gains in visitors occurred in August (+863 visitors) followed by May (+289).

The declines occurred during the months of April (-66 visitors) and February (-25).

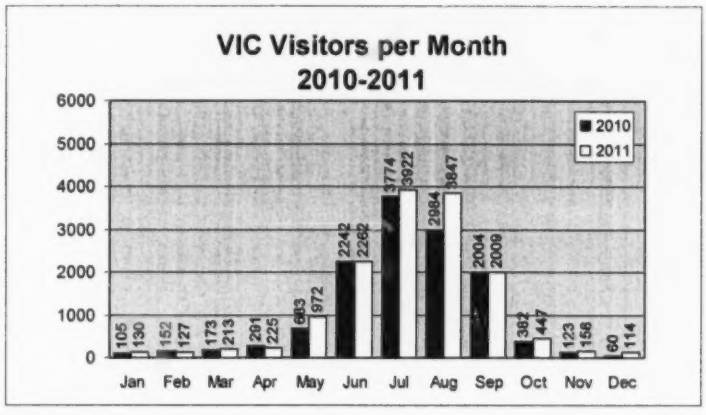
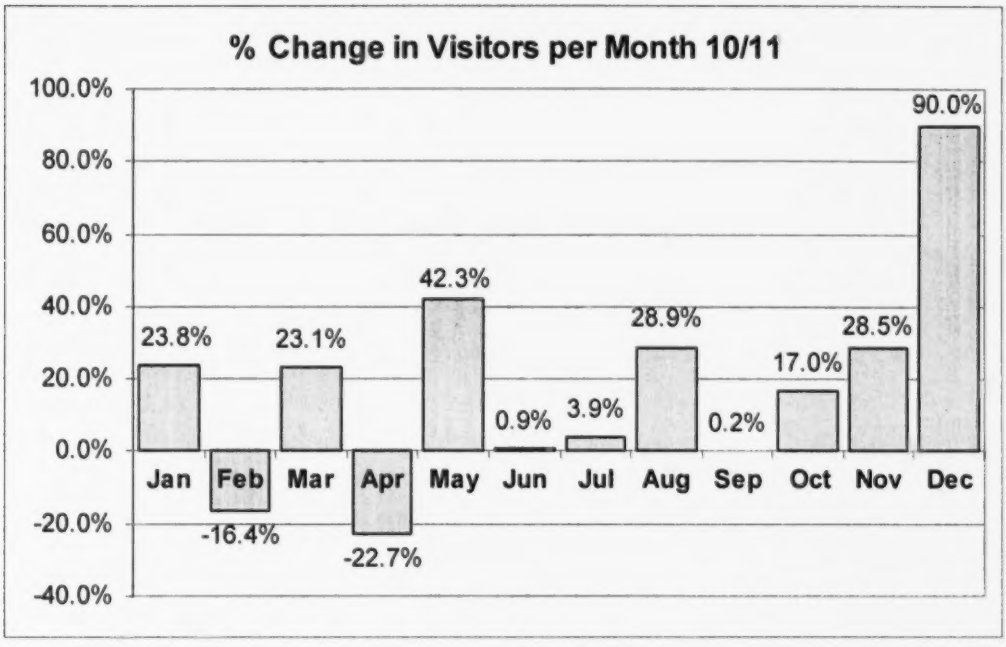


Table I

Number and Percentage Change
Visitors per Month 2010/2011

Month	2010	2011	Change in # of Visitors 10/11	% Change
January	105	130	+25	+23.8%
February	152	127	(-25)	(-16.4%)
March	173	213	+40	+23.1%
April	291	225	(-66)	(-22.7%)
May	683	972	+289	+42.3%
June	2,242	2,262	+20	+0.9%
July	3,774	3,922	+148	+3.9%
August	2,984	3,847	+863	+28.9%
September	2,004	2,009	+5	+0.2%
October	382	447	+65	+17.0%
November	123	158	+35	+28.5%
December	60	114	+54	+90.0%
Total	**12,973**	**14,426**	**+1,453**	**+11.2%**


% Change in Visitors per Month 10/11
100.0%
80.0%
60.0%
40.0%
20.0%
0.0%
-20.0%
-40.0%
23.8%
-16.4%
23.1%
-22.7%
42.3%
0.9%
3.9%
28.9%
0.2%
17.0%
28.5%
90.0%
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

3.0 Visitors per Day

VIC staff serviced an average of 49 visitors per day in 2011, up from 45 per day in 2010. July was the busiest month with an average of 127 visitors per day, followed by August with 124 and June with 75. January, February and December had the fewest number of visitors per day with an average of six visitors per day for each month.

Seven of 12 months saw an increase in the average number of visitors per day, two months saw a decrease in the average number per day while the three remaining months stayed the same. The greatest gains occurred in August (+28 visitors per day) and May (+10).

The greatest declines occurred in the months of April (-3 visitors per day) and February (-2).

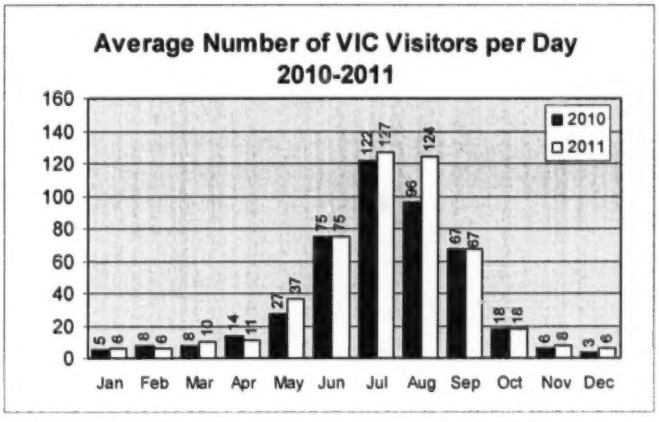


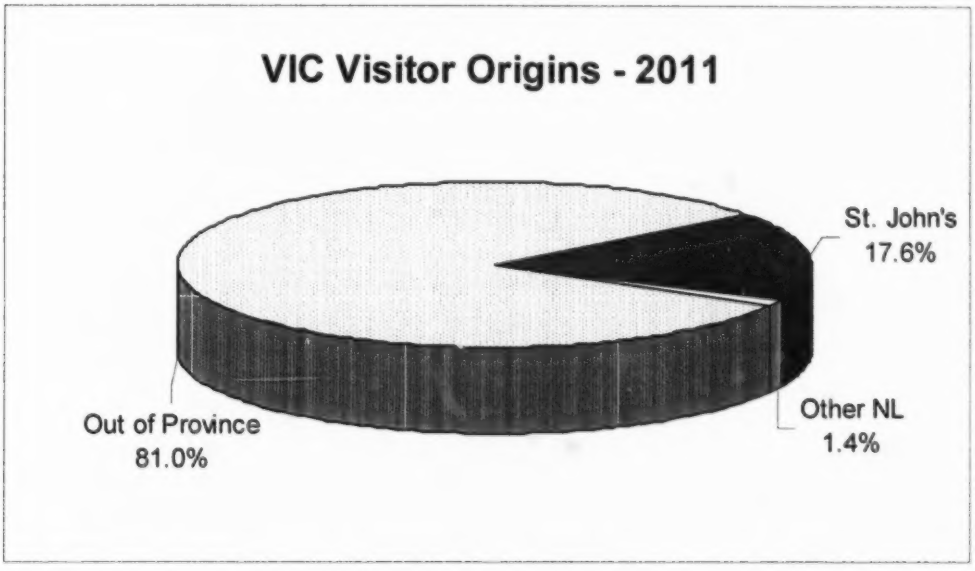
Table II

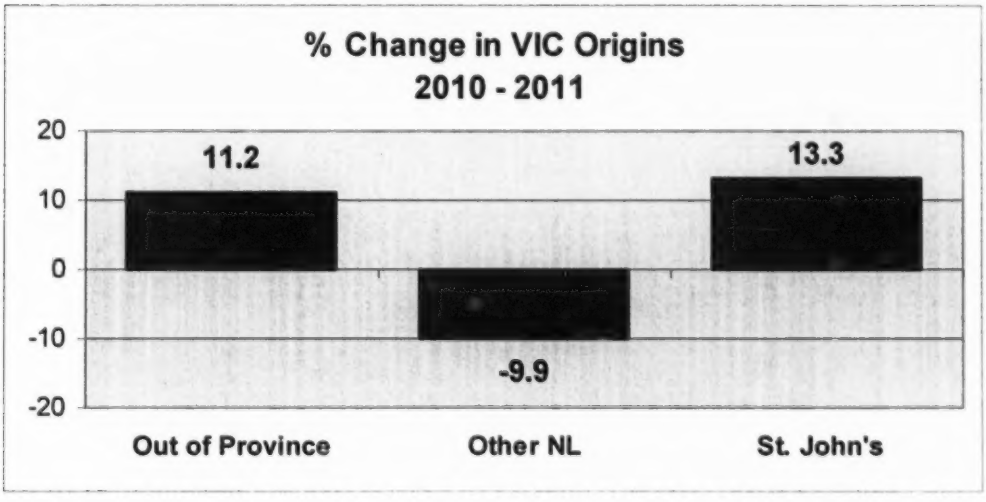
Number and Percentage Change
Visitors per Day 2010/2011

Month	2010	2011	Change in # of Visitors Per Day	% Change
January	5	6	+1	+20.0%
February	8	6	(-2)	(-25.0%)
March	8	10	+2	+25.0%
April	14	11	(-3)	(-21.4%)
May	27	37	+10	+37.0%
June	75	75	0	0%
July	122	127	+5	+4.1%
August	96	124	+28	+29.2%
September	67	67	0	0%
October	18	18	0	0%
November	6	8	+2	+33.3%
December	3	6	+3	+100%

4.0 Visitor Origins

The majority of visitors to the VIC were out-of-province visitors. Overall, 11,691 (81%) of the 14,426 patrons serviced at the VIC were visitors that resided outside Newfoundland and Labrador. Almost one in five or 17.6% (2,535) were from the St. John's CMA while the remaining 1.4% (200) were from other regions of the province. Two of the three markets saw an increase in visitors in 2011. The out-of-province market reported a 11.2% increase resulting in an additional 1,178 visitors to the VIC in 2011 while the local St. John's CMA market improved 13.3% or 297 visitors. Meanwhile, the provincial market declined 9.9% or 22 visitors.





4.1 Geographical Market Share (Total Visitors)

The greatest volume of visitors to the VIC were from Ontario. Overall, 4,247 Ontario residents were serviced at the VIC, accounting for a 29.4% market share. The second largest share of visitors were from Western Canada which accounted for 2,696 visitors for a 18.7% market share. Table III provides a breakdown of the number of visitors and market shares by geographical market.

Table III

Geographical Market Share
2011

Geographical Market	Number of Visitors	Market Share
Ontario	4,247	29.4%
Western Canada	2,696	18.7%
St. John's	2,535	17.6%
Europe	1,475	10.2%
Quebec	1,334	9.2%
Maritime Provinces	555	3.8%
Western USA	485	3.4%
New England States	249	1.7%
Mid Atlantic States	240	1.7%
Other Newfoundland & Lab	200	1.4%
Australia/New Zealand	136	0.9%
All Other	274	1.9%
Total	**14,426**	**100**

4.2 Change in Market Share (Total Visitors)

Table IV compares the origins of all visitors at the VIC in 2011 to the previous year or 2010. Eight of the 12 geographical markets saw an increase in visitors in 2011 ranging from a 7.3% increase in visitors from Ontario to a 66.1% increase in visitors from Western USA. Meanwhile, the greatest decline in visitors was reported from the Australia/New Zealand market (-16.0%).

In terms of the volume of visitors, the Western Canada market showed the greatest increase with and additional 659 visitors to the VIC in 2011 followed by the local St. John's CMA market up by 297 visitors and the Ontario market up by 290 visitors. The greatest decline in terms of volume of visitors was the Quebec market which saw a decline of 121 visitors from the previous year.

Table IV

Number and Percentage Change
Visitors by Origin 2010/2011

Geographical Market	2011	2010	Change in # of Visitors 10/11	% Change In Visitors 10/11
Ontario	4,247	3,957	290	+7.3%
Western Canada	2,696	2,037	659	+32.4%
St. John's	2,535	2,238	297	+13.3%
Europe	1,475	1,555	(-80)	(-5.1%)
Quebec	1,334	1,455	(-121)	(-8.3%)
Maritime Provinces	555	473	82	+17.3%
Western USA	485	292	193	+66.1%
New England States	249	178	71	+39.9%
Mid Atlantic States	240	206	34	+16.5%
Other Newfoundland & Lab	200	222	(-22)	(-9.9%)
Australia/New Zealand	136	162	(-26)	(-16.0%)
All Other	274	198	76	+38.4%
Total	**14,426**	**12,973**	**1,453**	**+11.2%**

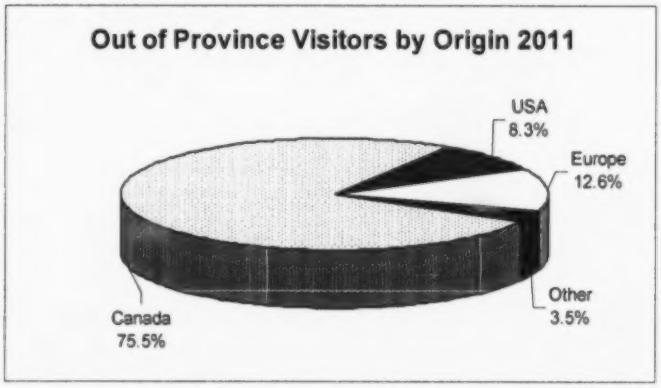
5.0 Out-of-Province Visitors

It is important to note that data provided in this section refers only to **out-of-province visitors** serviced at the VIC. Overall, the VIC reported 11,691 out-of-province visitors in 2011, up 11.2% from the 10,513 in 2010.

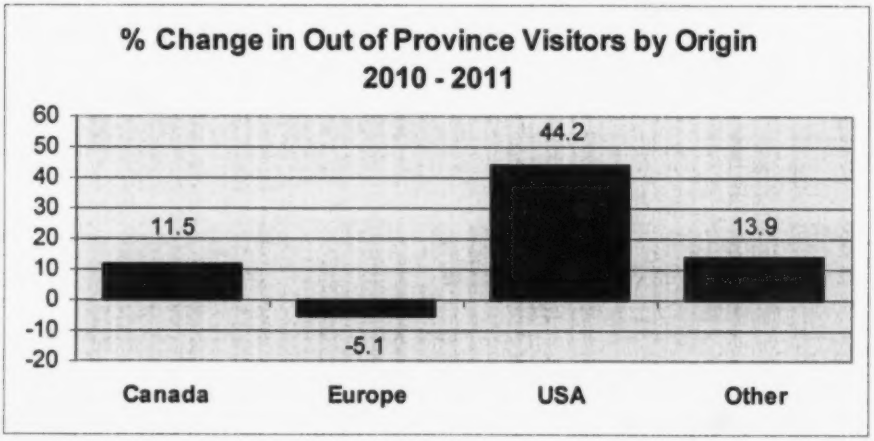
5.1 Origins (Out-of-Province Visitors)

The origins of the out-of-province market is categorized into four broad geographical markets: Canadian market (excluding Newfoundland and Labrador); United States market; European market; and all other countries combined.

Of these four geographical markets, the Canadian market is by far the largest, accounting for 8,831 visitors or 75.5% of all out-of-province visitors. Europe was the second largest market with 1,475 visitors or 12.6% market share, followed by the United States market with 975 visitors or 8.3% market share, and all other countries with 410 visitors or 3.5% market share.



Three of the four markets increased in 2011. The Canadian market saw an 11.5% increase (+910 visitors) while the American market increased 44.2% (+299 visitors). Meanwhile, the number of visitors from all other countries increased 13.9% (+50 visitors). The European market reported the only decline, down 5.1% (-80 visitors) over 2010.



5.2 Market Share (Out-of-Province Visitors)

Table V provides market share statistics for the out-of-province market for both 2010 and 2011. The four largest markets were Ontario (36.3%), Western Canada (23.1%), Europe (12.6%) and Quebec (11.4%). Although Ontario had the largest volume of visitors and reported a 7.3% increase in visitors in 2011, its market share declined 1.3 percentage points from 2010.

Western Canada experienced the greatest increase in market share with a 3.7 percentage point gain over 2010, followed by Western USA (+1.3 percentage points), New England States (+0.4 percentage points), all other countries (+0.4 percentage points), Maritime Provinces (+0.2 percentage points) and Mid Atlantic States (+0.1 percentage points).

All of the remaining markets had a decline in market share in 2011 lead by Quebec which reported a 2.4 percentage point lost in market share and Europe (-2.2 percentage points).

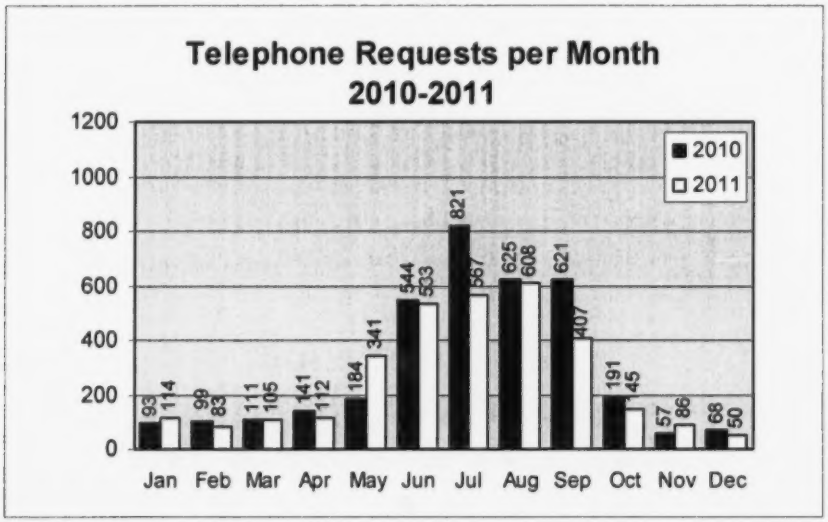
Table V

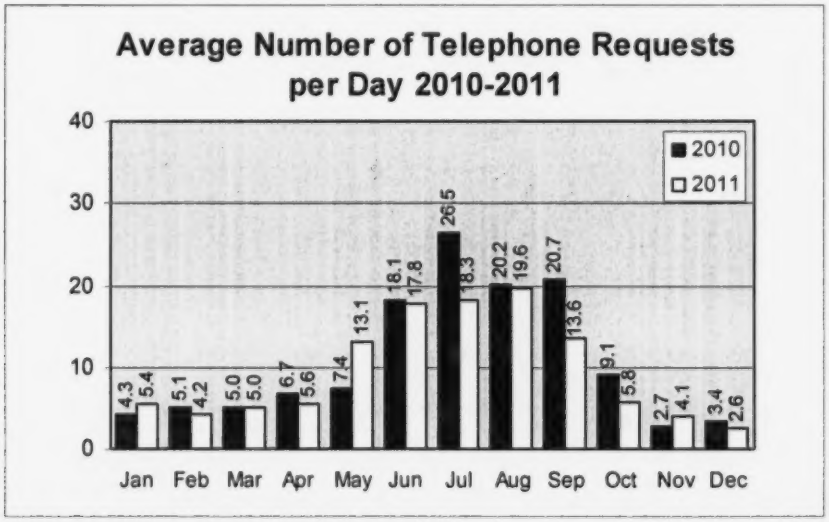
Market Share
Out of Province Visitors by Origin 2010/2011

Geographical Market	Market Share % 2011 N=11,691	Market Share % 2010 N=10,513	Change in Market Share 10/11
Ontario	36.3%	37.6%	(-1.3%)
Western Canada	23.1%	19.4%	+3.7%
Europe	12.6%	14.8%	(-2.2%)
Quebec	11.4%	13.8%	(-2.4%)
Maritime Provinces	4.7%	4.5%	+0.2%
Western USA	4.1%	2.8%	+1.3%
New England States	2.1%	1.7%	+0.4%
Mid Atlantic States	2.1%	2.0%	+0.1%
Australia/New Zealand	1.2%	1.5%	(-0.3%)
All Other	2.3%	1.9%	+0.4%

6.0 Telephone Requests

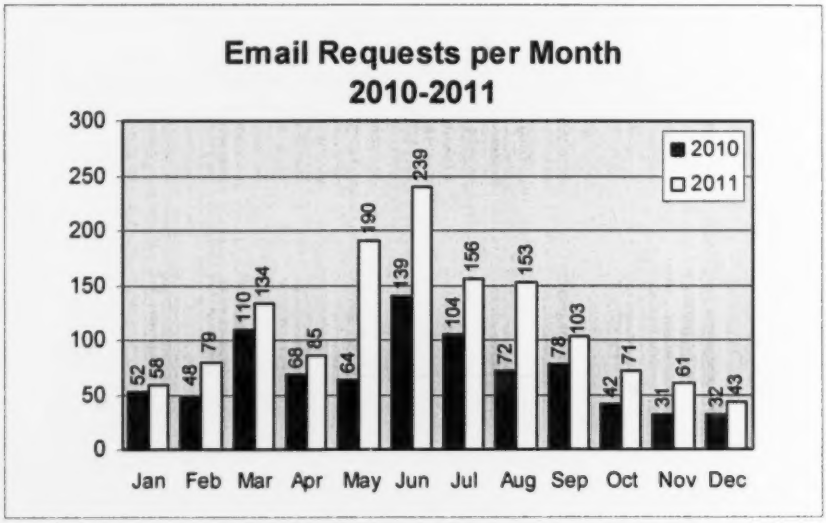
Staff at the VIC responded to 3,151 telephone requests in 2011, down 11.4% from 3,555 requests in 2010. The average number of telephone requests per day was 10.7, down from 12.1 per day the previous year. August was the busiest month with 608 telephone requests or an average of 19.6 calls per day. December reported the fewest number of telephone requests with 50, for an average of 2.6 per day.

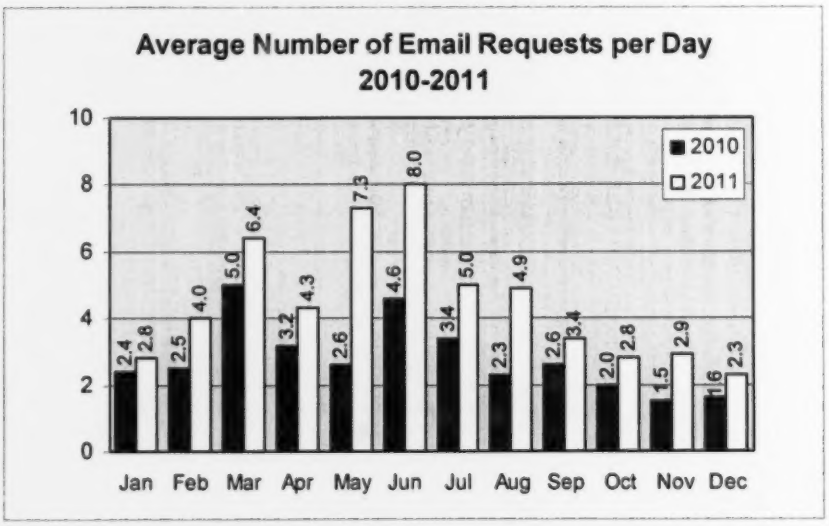




7.0 Email Requests

Staff at the VIC responded to 1,372 email requests in 2011, an increase of 63.3% from the 840 requests in 2010. The average number of emails per day was 4.7, up from 2.9 per day the previous year. June was the busiest month with 239 email requests or an average of 8.0 per day. December reported the fewest number of email requests with 43, for an average of 2.3 per day.





2011 St. John's Time Survey Results

July 28th – August 7th, 2011

ST. JOHN'S